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ABSTRACT

To determine what general aspects of photographs appeal to readers--as opposed to subject matter categories that might or might not be tied to events--95 college students reported their readership of three alternate front pages of the daily student newspaper. Specifically, the study examined whether readers were more likely to read stories accompanied by photographs meeting the criteria of animation, relevant context, and depth of meaning, and whether they were more likely to recall facts from stories accompanied by photographs meeting these criteria. Each front page featured a large photograph. One was an action shot, judged by a panel of photojournalists as having at least one of the qualities being studied. One photo, a portrait, was judged as having none of the qualities, while a third photograph was an art photo not related to the story. The results support findings that large photographs increase readership and the recall of facts from stories they accompany. However, the criteria selected did not appear to be valid measures of what attracts readers to a story and encourages them to read it carefully enough to remember what it says. (Copies of front pages used in the study are appended.) (HOD)

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VISUAL COMMUNICATION DIVISION

IMAGES: A QUESTION OF READERSHIP

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Presented at

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ABSTRACT

IMAGES: A QUESTION OF READERSHIP

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Photojournalism textbooks, research, and general opinion support the notion that photographs have an overwhelming appeal. Further, research has determined that not only do people read photographs, but a story accompanied by a photograph has a greater readership than other stories. And, use of a large photograph appears to be associated with increased recall of facts from a news story.

Yet, editors do not have much information, beyond opinion, about what characteristics pictures should have. Three values recommended by a leading photojournalism textbook were identified as criteria for selecting photographs. The questions considered in this controlled study were:

1. Are readers more likely to read stories accompanied by photographs meeting the criteria of animation, relevant context, and depth of meaning?
2. Are readers more likely to recall facts from stories accompanied by photographs meeting these criteria?

In this study, students reported their readership of three alternate front pages of the daily student newspaper. Each page featured a large photograph. One was an action shot, judged by a panel of photojournalists as having at least one of the qualities being studied. One photo, a portrait, was judged as having none of these qualities. The third photograph was a wild art photo not related to the story. The results support findings that large photographs increase readership and recall of facts from stories they accompany. But, the criteria selected do not appear to be valid measures of what attracts readers to a story and encourages them to read it carefully enough to remember what it says.

(Prepared for the Visual Communication Division of the Annual Convention of the Association for Education in Journalism, August 5-8, 1984, University of Florida, Gainesville, FL 32611.)

IMAGES: A QUESTION OF READERSHIP

Photojournalism textbooks, research, and general opinion support the notion that photographs have an overwhelming appeal. Sanders states that people like pictures,[1] Click adds, especially color pictures,[2] and Stamm says people like pictures better than newspaper articles.[3]

Further, studies of newspapers have determined that the use of large photographs is fundamental to modern newspaper design, Stone writes.[4] And eye-catching photographs are used as a measure of well-designed newspaper pages Siskind points out.[5]

To determine how much readership photographs receive, Woodburn analyzed The Continuing Study of Newspaper Reading, which was prepared by the Advertising Research Foundation.[6] These surveys show that newspaper photographs stop readers and that readership of pictures is high in comparison to other elements of the newspaper.

"Size and subject matter are probably the most important factors which affect readership of newspaper pictures. Color is another factor," says Woodburn.[7] The Advertising Research Foundation reports that "men's readership of pictures increases in the following manner: one-column pictures, 37 percent; two-column pictures, 49 percent; three-column pictures, 62 percent; four-column pictures, 64 percent."[8] These figures are medians.

For women, "readership was found to be higher but to increase in the same manner: one-column pictures, 45 percent; two-column pictures, 61 percent; three-column pictures, 67 percent; and four-column pictures, 73 percent.[9] The study also classified photographs by subject and determined median readership for each subject.[10]

A study by Baxter, Quarles, and Kosak suggests that not only do people read photographs, but that a story accompanied by a photo has a greater readership than other stories.[11]

Use of photographs helps set the reading agenda by making the reader more aware of the news story. And, the use of a large photograph "seems to be associated with a greater recall of facts in the story, picture caption, and headline. This suggests that news photographs, particularly large ones, complement rather than compete with the stories they accompany," writes Baxter.[12]

That the large photographs were more likely to induce recall of "information prominently displayed in banner headlines indicates that the large photographs arrest attention--causing readers to stop, think, and thus, imprint the information on their memories," Baxter adds.[13] This study examined the relationship of a relatively sensational news story and photograph with a banner headline. Baxter speculated that the findings might "hold only when such headlines are used."[14] He also predicted a variation in the pattern of results for photographs high in human interest or aesthetic appeal.[15] But, researchers have found it difficult to measure aspects of photographs such as human interest and aesthetic appeal.

Sanders says in Photojournalism: Principles and Practices, that despite the popularity of pictures and proof of their influence, there is a lack of research in the area of photojournalism in general.[16] Although it is generally accepted that pictures are powerful tools of communication, editors do not have much information, beyond opinion, about what characteristics those photos should have.

He refers to Malcolm MacLean's statement that most editors "fly by the seat of their pants"[17] in making picture selections. Editors determine their own rules of thumb in selecting photos.

MacLean's editorial game of picture selection gives editors some clues for picture selection. His study asked respondents to sort photos and determined that people preferred photos of children and flowers. They most disliked photos of death and war. But, news judgment must enter into the picture selection process.[18]

Attempts to measure and rate mathematically such factors as news value of the event, notoriety of the subject, amount of action in the picture, and amount of eye-stopping appeal have not been successful. These elements are difficult to quantify.[19]

Purpose of the Study

This study attempts to determine what general aspects of photographs appeal to readers--as opposed to subject matter categories that might or might not be tied to events.

In Pictures on a Page, Evans offers a selection technique that may be valuable to editors on an acceptance or rejection basis. Rather than trying to rate the values or several factors and determine a mathematical score for reader interest, Evans suggests just three values for selecting photographs:

1. animation
2. relevant context
3. depth of meaning.

"My experience of selecting and rejecting pictures at both a local paper and national paper level suggests that publishable photographs have one or more of three values and that pictures which have none of them should be rejected as junk."[20]

The questions, then, considered in this study, are:

1. Are readers more likely to read stories accompanied by photographs meeting Evans' criteria?
2. Are readers more likely to recall facts from stories accompanied by photographs meeting Evans' criteria?

Methods

A panel of three professional photojournalists evaluated two photographs in light of Evans' criteria. Each of the photojournalists works for a large daily newspaper and helps decide which of his photographs will be printed.

The photographs illustrated a local news feature about a student who had received a scholarship to study ballet in New York City. The photos were taken by a photojournalism student as a typical assignment for the Texas Christian University campus newspaper, the TCU Daily Skiff. Both photos were of acceptable technical quality.

One photograph, an action shot of the girl dancing, was judged by the three-member panel as having at least one of the qualities recommended by Evans. All three of them said the photo had animation, and one added that it also had relevant context. The other photo, a portrait of the girl, was judged as having none of those qualities.

A regular issue of theSkiff was used for the study. Three alternate front pages were printed. (See Figures 1, 2, and 3) Each front page featured a four-column photograph and cutline: the girl dancing, the portrait, and a wild art photograph which had nothing to do with the story. No other changes were made in the front page, except that the two photographs accompanying the story were packaged with it. The wild art photo was packaged separately.

The front page featured three other stories: a national banner story from the Associated Press and two local stories of similar space and graphic weight to the dancer story.

Ninety-five students in a Mass Communication in Society class at Texas Christian University were asked to "read the paper as you normally would." Although this is not a normal reading environment, studies by Tannenbaum and Fedler used this method successfully.[21]

The lecture hall was divided into three sections, and the students seated themselves as they entered the classroom. A student assistant instructed the final few students entering the lecture hall to sections so that the three groups were approximately equal in size. One section contained 33 students and the other two had 31 each.

The class meets at 8 a.m., and the normal distribution time of 7:30 a.m. for the Skiff was delayed until 8:30 a.m. so that no students in the class would see the paper before the experiment.

Students were given 11 minutes to read the four-page newspaper. This reading time was determined to be adequate by a pre-test among a smaller group of students.

After the newspapers had been collected, students were given a questionnaire with 12 questions--four measuring amount of each front-page story read, four measuring recall about the dancer story, headline, and caption, one measuring reasons for reading the dancer story, and four for demographics.

Results

The class had 33 males and 62 females. Five students were 17 years of age, 36 were 18, 25 were 19, 19 were 20, 7 were 21, 2 were 22, and one was 23 years of age. The course is required for all journalism majors and also fulfills a social science core requirement for other students. Twenty-four of the students were advertising/public relations majors, 15 were journalism majors from other sequences, and the remaining 54 were from other fields of study.

By classification, 47 students were freshmen, 28 were sophomores, 15 were juniors, and 5 were seniors.

The first four questions on the form asked the students to indicate their readership of the four front page stories. The students were asked to indicate whether they read the story thoroughly, from beginning to end; casually, glanced through the article; supeficially, only headline and/or first few paragraphs; or did not read it at all. Results are summarized in Table 1.

Table 1. Readership of Front Page Stories

	Read Thoroughly	Read Casually	Read Superficially	Not Read At All
Reagan Story (AP)	41.1%	17.9%	27.4%	13.7%
TCU Talent Show	30.5%	32.6%	24.2%	12.6%
Nuclear Debate	17.9%	20.0%	24.2%	37.9%
TCU Dancer (Test Story)	60.0%	19.0%	11.6%	9.5%

$X^2 = 62.26$, 9 d.f., $p<0.01$.

When analyzed in groups according to photo treatment, the test issue with the portrait scored the highest readership, and the test issue with the wild art photo had the lowest readership. (See Table 2)

Table 2. Readership of Test Article, by Photo Treatment

	Read Thoroughly	Read Casually	Read Superficially	Not Read At All
Portrait	81.8%	9.1%	6.1%	3.0%
Dancing	48.4%	25.8%	19.4%	6.5%
Wild Art	48.4%	22.6%	9.7%	19.4%

$X^2 = 14.21$, 8 d.f., $p<0.03$

The next three questions were designed to determine whether the students remembered facts about the stories. The first question asked for information from the "TCU Talent Show" story that could only have been ascertained by reading the story. Forty-nine percent of the students answered this question correctly, but there was no statistically significant difference among the three test groups ($X^2 = 7.32$, 8 d.f., $p>0.5$).

The second recall question asked for information from the test "TCU Dancer" story that was available both in the headline and the picture caption. Ninety-three percent of the students answered this question correctly. Again, there were no statistically significant differences among the three test groups ($X^2 = 6.73$, 8 d.f., $p>0.3$).

However, in the third recall question, information that was available only in the story was asked about the test "TCU Dancer" story. Fifty-one percent of the students answered this question correctly, with the students in the group that received the front page with the portrait significantly more likely to answer this question correctly. (See Table 3)

Table 3. Recall of Information from Test Story

	Recalled Correctly	Did Not Recall Correctly
Portrait	69.7%	30.3%
Dancing	41.9%	58.1%
Wild Art	41.9%	58.1%

X^2 =6.69, 2 d.f., p<0.05

The final question asked students to indicate why they read the "TCU Dancer" test story, if they read it. Twelve of the students said they knew the dancer, 10 expressed an interest in dance, 17 said the headline attracted them, and 34 said they read the story because of the photograph.

On this measure, the "dancing" photo which was judged to have at least one of Evans' criteria was most likely to be mentioned as a reason for reading the story. (See Table 4)

Table 4. Reasons for Reading Test Story

	Know Dancer	Interested in Dance	Headline	Photograph	Other	No Answer
Portrait	24.2%	3.0%	9.1%	48.5%	9.1%	6.1%
Dancing	6.5%	6.5%	6.5%	58.1%	19.4%	3.2%
Wild Art	6.5%	22.6%	38.7%	0.0%	25.8%	6.5%

X^2 =42.93, 10 d.f., p<0.01

Summary and Conclusions

This study supports Baxter's findings that large photographs increase readership of stories they accompany. More students read the test "CU Dancer" story, and more read it thoroughly. Baxter's suggestion that people tend to spend more time with a story accompanied by a large photograph also is supported, since students reading could recall more information about the test story than another local story on the front page.

The story with the portrait drew the strongest readership, but the action photograph of the girl dancing received only slightly greater readership than the wild art photograph. This, of course, may have resulted from the large but unrelated photograph drawing readership to the story simply because of its placement over the test story.

Also, there were complicating factors, in that 12.6 percent of all respondents knew the dancer personally, and 10.5 percent were interested in dance. However, the action photograph of the girl dancing apparently did draw other students disproportionately.

Clearly, though, the data support previous studies showing that a large photograph attracts readers to a story, and that certain types of photographs are especially effective in enticing people into a story.

Baxter's hypothesis that readers will recall more facts from a story with a large photograph is only partially supported. Respondents were far more likely to recall information in the headline and cutline accompanying the test story, but only slightly more likely to recall correctly information from the body of the test story as compared with another front page story.

Finally, while the portrait did not meet Evans' criteria, as judged by the professional photojournalists, it had exceptionally strong appeal for the reader, perhaps an aesthetic one. It also is possible that because there was no "information" in the photo, respondents read the story because they were curious and wanted to find out more about the photo.

This study again emphasizes the need for a reliable way to measure photographs and their effectiveness. The criteria selected for this limited study do not appear to be a valid measure of what attracts readers to a story and encourages them to read it carefully enough to remember what it says.

The question here deals with photographs that accompany a news story. Many other types of photographs appear in newspapers. And, perhaps the criteria for measuring them differs from the criteria for the photo that accompanies a news story.

The goal of future research in this area should be to assist the editors who make photo selections on a daily basis. A better understanding about how to make those decisions will contribute to improved communication through photojournalism.

Footnotes

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2. J. W. Click, "Reader Response to Front Page with Four-Color Halftones," Journalism Quarterly, Vol. 53 (1976), p. 735.
3. Keith Stamm, "How Much Do They Read in the Daily Newspaper?" Journalism Quarterly, Vol. 57 (1980), p. 237.
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5. Theresa Siskind, "The Effect of Newspaper Design on Reader Preferences," Journalism Quarterly, Vol. 56 (1979), p. 55.
6. Bert W. Woodburn, "Reader Interest in Newspaper Pictures," Journalism Quarterly, Vol. 24 (1947), pp. 197-201.
7. Op. cit. 198.
8. Ibid.
9. Ibid.
10. Op. cit., p. 199.
11. William S. Baxter, Rebecca Quarles, and Herman Kosak, "The Effects of Photographs and Their Size on Reading and Recall of News Stories," ERIC document, 159 722 (1978), p. 1.
12. Ibid.
13. Op. cit., pp. 11-12.
14. Op. cit., p. 14.
15. Ibid.
16. Sanders, Ibid.

17. Malcolm S. MacLean Jr. and Anne Li-an Kao, "Picture Selection: An Editorial Game," Journalism Quarterly, Vol. 40 (1963), p. 230.

18. Op. cit., p. 232.

19. Ken Kobre, Photojournalism: The Professionals' Approach, (Somerville, Md.: Curtin & London, 1979), p. 208.

20. Harold Evans, Pictures on a Page, (Belmont, Calif.: Holt, Rinehart & Winston, 1978), p. 47.

21. Percy H. Tannenbaum, "The Effect of Headlines on the Interpretation of Newsy Stories," Journalism Quarterly, Vol. 30 (1953), pp. 189-97; Fred Fedler and Phillip Taylor, "Broadcast's Impact on Selection of News Stories by Readers," Journalism Quarterly, Vol. 55 (1978), pp. 301-5.

Figure 1

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Tuesday, November 15, 1983

TCU Daily Skiff

Marine pen pals
A Jarvis resident is urging TCU students to write letters to the Marines in Lebanon. See Page 3.

Frogs keep fighting
The Frogs gave UT a run for its money Saturday, but came up short during the last quarter. See Page 6.

Reagan happy with trip, glad to be home

WASHINGTON (AP) - President Reagan, declaring "it's great to be home," ended his Asian tour Monday and said it brought stronger partnerships and better prospects for a more secure peace.

Reagan returned to the United States after bowing behind a moment of remembrance to South Korea's martyrs and a public reminder by Secretary of State George Shultz that the threat from communist North Korea must be kept in mind when assessing progress in human rights in the south.

Air Force One also brought two ailing Korean youngsters from post-Lambert to the United States for heart surgery in New York. During the flight, the children received gifts the airplane's giggling at tape recordings of their voices, crowds, and petting on "Crazy Reagan's legs.

The president and his wife were greeted on the South Lawn by Vice President George Bush and his wife, Barbara, as well as 200 or so White House employees waving small U.S. flags.

In his brief remarks at the White House welcoming ceremony, Reagan took note of the two youngsters who "have had their first airplane ride and their first helicopter ride. They have been very active for some 10 or 12 years."

The boys, seven-year-old Kim Yong-Hyun and his 10-year-old friend Park Jong-Chul, were escorted to their seats on the helicopter that whisked them to the White House.

Ending his 15,000-mile, 10-day journey, Reagan said that, in Japan, an agenda for progress on a variety of economic and security issues was set with plans made to deal with trade barriers, auto industry problems and investment.

In Seoul, he said, "I reaffirmed to the Korean people America's commitment to their peace and security. And I encouraged them to develop further their democracy." This was a reference to the president's comments on human rights issues in several speeches.

During the visit, however, several political dissidents were said by colleagues to have been taken into police custody or placed under house arrest by South Korean officials.

"There were dangers with the United States not always of publicity," Reagan said. "But one thing between some plans to me each time I travel. Across the globe, America is looked to as a friend and as a leader in preserving peace and freedom.

"Coming home from Korea and Japan, all of us bring with us renewed energy and renewed determination to our fundamental goals: building a new era of peace and prosperity."

DANCER: Freshman Toni Fee was a dancing scholarship in New York City. STAN THEBLE / TCU Daily Staff

TCU dancer studies in New York

By Kelli Thompson
Staff writer of the TCU Daily Staff

Ushy for fifteen freshmen at TCU, Toni Fee began her career when she was 12 years old.

At 12, she began dancing. At 16, she studied dancing in town-ly for two weeks in California with Dupree Company. While there, she studied jazz, ballet, character, tap and musical theater from Roland Dupree. She won a scholarship to study with the master when the Dupree company came to Fort Worth.

At 17, Fee studied under professionals for two weeks in New York. And at 18, she won a scholarship to study dance under a master teacher in New York.

Last summer, Fee won a jazz contest and a scholarship for dancing that took her to New York City to study. While there, she studied under Luc Theodore of the American Dance Machine for two weeks. Fit Magazine followed to film her for nationwide television.

"Every day I got up, I walked 20 blocks to a studio for a class at 11 a.m.," Fee said. "I danced daily from 11 a.m. to 3:30 p.m. with three five-minute breaks."

Fee said after that, she went to another studio for a dance class that lasted until 8 p.m.

"I never got tired. I loved it. All I had to do was worry about my dancing," she said.

Fee said her main goal is to perform. "I want to dance professionally," she said. Although she is not taking any dance classes at TCU, she spends 2½ hours a night studying under Dean West of Gayle Corbett's School of Ballet.

Fee's emphases in dancing is jazz. She said that she does so for the "satisfaction of knowing that I was accomplish."

"Dancing is a better high than anything," she said.

Fee danced at Chisholm last this year, as well as in years past. She also has been asked to teach classes at a convention in Dallas on Nov. 19.

The freshman is planning to dance in Mayfest this year. She said scholarships have already begun for the celebration in Trinity Park.

In addition to her already tight schedule, Fee works 30 hours a week at Shaggy Alpha Beta.

"That doesn't leave much time for studying," she said.

Talent displayed by TCU students

By Nancy Wyrick
Staff writer of the TCU Daily Staff

TCU students were given a chance to flaunt their stuff at the annual Stage Door Talent Tonight Show on Saturday. The 10 students who had qualified in earlier tryouts competed for exposure and cash prizes.

Winner of first place and a $75 prize was Jeff Cockerham, who sang a medley of hits from Broadway. Second place and a $50 prize went to graduate student Tom McDermott for playing the guitar and singing a piece he himself had composed.

Todd Weiler, the freshman master of ceremonies, was awarded third place and a $25 prize for his impersonations. Weiler's impressions included one of President Ronald Reagan, which the audience particularly liked.

More guitar music and songs were performed by junior George Lindsey, who sang "Ugly Girls," and senior Wendy Wood, who performed her own composition.

Two selections from Barbra Streisand's album, Wet, were sung by Laura Horton, a sophomore from Fort Worth. Freshman Ron Riggs sang "Memories."

Freshman Cathie Wilhite provided comedy-oriented entertainment by singing a medley which included "Could I Have This Dance?" and "Stroke Your."

Performing together were Becky Rainey and Carol Jacks, both freshmen. Rainey played the piano while the two sang Rainey Tyler's hit, "Total Eclipse of the Heart."

Stage Door coordinator Terri Trudy said that the next event planned for the students is a performance by Rainey Hutchinson. Hutchinson is scheduled to sing for students Nov. 29 at noon in the Student Center Lounge.

Trudy said that Hutchinson performed at TCU last year and was asked to return because the student response was so positive to her performance. The Hutchinson performance is the last scheduled Stage Door production this semester.

Nuclear issue debated

By Gary Hicks
Staff writer of the TCU Daily Staff

Philosophies collided Thursday night when Timothy Kirk and E. Edith Pompilio squared off in a debate sponsored by United Campuses to Prevent Nuclear War (UCAM).

The debate, which argued whether or not the production and deployment of nuclear weapons is moral, was held before an audience of 50 people, most of whom held controversial opinions.

Pompilio began the debate by stating her belief that the production and deployment of nuclear weapons is moral.

"It's hard for me to contend that any object, be it a missile, a gun or a nuclear missile is by itself moral or immoral," Pompilio said. "Only in the use of the objects and the intent can one justly and judging their morality."

Pompilio divided the use of nuclear weapons into two categories—those used in warfare and those used as an intimidating deterrent. "We must recognize both of these aspects of nuclear weaponry if we are to fully address the issue in the real world," he said.

Pompilio expressed concern that people have often associate nuclear weaponry with destruction and a possible holocaust.

"It is this destructive capability that gives nuclear weapons their ability to be used justly. In order for any policy of deterrence to work, the other side must believe that there is the possibility that we will use them," Pompilio said. Kirk introduced the opposing position by presenting scientific facts on what the earth would be like following a nuclear exchange.

"A two megaton explosion, equal to two million tons of TNT, would vaporize buildings and people would be burned into ashes and shadows. The world right now has over 50,000 nuclear weapons and over 13,000 megatons of nuclear power," Kirk explained.

"We can no longer fool ourselves about winning a nuclear war, limited or not," Kirk said. "We must finally face these facts."

Kirk disagreed with Pompilio's position concerning the morality of nuclear weapons and her deterrence.

"If we are really honest we are using them, then it is a sick, cruel and immoral joke that we are playing on the poor," Kirk said. "If we intend to retaliate by the deaths that we are really going to use them, it increases Russian paranoia and thereby increases the likelihood that they will strike first."

In their concluding statements, both speakers asked the audience to recognize the validity of their opposing positions.

At home and around the World

International

Beirut's Christian sector shelled by militiamen

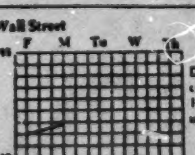
BEIRUT, Lebanon (AP) - Syrian-backed militiamen shelled Beirut's Christian sector Monday for the first time since a ceasefire took effect seven weeks ago, and U.S. jets resumed reconnaissance flights after Syria was warned not to fire at them.

Four planes of F-14 Tomcats at carrier sites established the air raid, a senior U.S. Defense Department official said on condition he not be identified. Syria fired into Beirut and the surrounding mountains before midnight and at dawn, according to Lebanese police.

The flights followed a stern warning by the Reagan administration to Syria against firing at U.S. planes. Syrian batteries fired at U.S. planes last week, but police said Monday's flights drew no fire.

Shortly after midnight, police said Druze gunners on the central mountain fired artillery and machine-gun rounds into eastern Beirut.

Wall Street



Dow Jones closed at 1284.05 up 3.48

National

Program fights sexual harassment at university

ANN ARBOR, Mich. (AP) - The subways began another through a newly established lecture. A study of a textbook drawing of a male-body in a pornographic sex scene. A professor discusses reproduction in a textbook, a sexual term.

The shift behind the professor changes—not to a another textbook drawing—but a cheesy color photograph of a nude woman. The videotape goes to show a female student examining one of the classroom.

The scenario, dramatized by actors, "happens all the time" in real life at colleges across the United States, said Susan W. Kaufmann, who heads the "Till Tomorrow" program at the University of Michigan.

The program is a 3-year-old, first-of-its-kind attempt to train college recipients of nonviolent sexual assaults and other kinds of sexual harassment to complain to school authorities. It is acknowledged by a University of Michigan alternative action task force.

National

Reagan signs emergency spending bill

WASHINGTON (AP) - President Reagan Monday signed an emergency spending bill, ending the technical lapse in which two-thirds of the government had existed since Thursday.

The signing, in the White House, came less than an hour after Reagan returned from a Pacific Asian trip.

Anticipating that Reagan would sign the measure, affected federal agencies had opened for business as usual Monday. The House and Senate had approved the measure Saturday.

Weather

The weather for today is expected to be partly cloudy with winds of 10 m.p.h. and a high in the mid 60s.

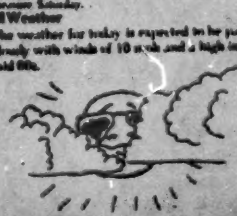


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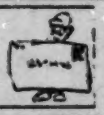
Figure 2

Tuesday, November 15, 1983

TCU Daily **Skiff**

Marine pen pals
A Jarvis resident is urging TCU students to write letters to the Marines in Lebanon. See Page 3.



Frogs keep fighting
The Frogs gave UT a run for its money Saturday, but came up short during the last quarter. See Page 4.

Reagan happy with trip, glad to be home

WASHINGTON (AP) – President Reagan, declaring, "It's great to be home," ended his Asian tour Monday and said it brought stronger partnerships and better prospects for a more secure peace.

Reagan returned to the United States after leaving behind a renewed commitment to South Korea's security and a public reminder by Secretary of State George Shultz that the threat from communist North Korea must be kept in mind when assessing prospects for human rights in the south.

Air Force One also brought two ailing Korean youngsters from poor families to the United States for heart surgery in New York. During the flight, the children received about the airplane's 6,300th of their recordings of their weight, vitals and sitting on Nancy Reagan's lap.

The president and his wife were greeted on the South Lawn by Vice President George Bush and his wife, Barbara, as well as 300 of the White House employees working until U.S. flags.

In his brief remarks at the White House welcoming ceremony, Reagan took note of the two youngsters who "have had their first airplane ride and their first helicopter ride. They have been very active for some 18 or 19 hours."

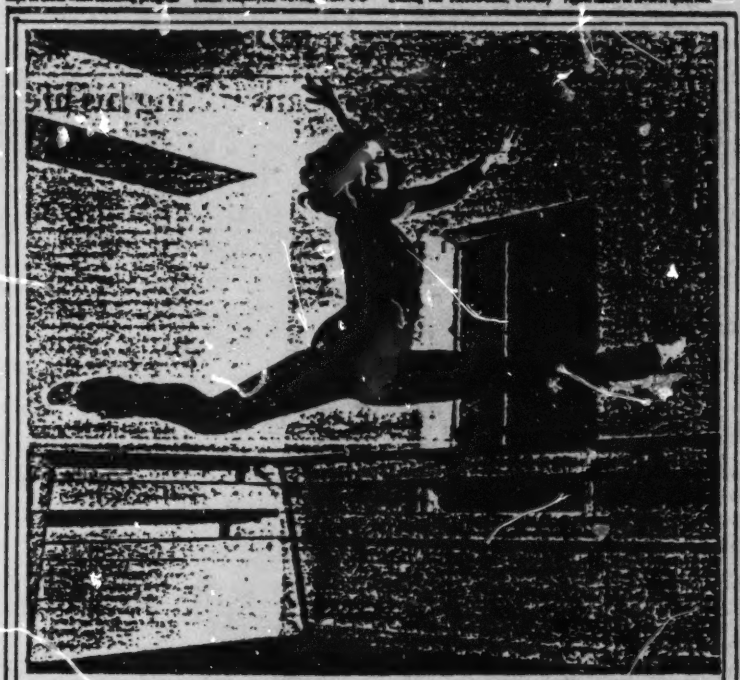
Then, commenting on the need to "readjust our clocks" because of the 14-hour time difference, Reagan walked into the White House residence.

Ending his 15,800-mile, 10-day journey, Reagan said that, in Japan, "During the visit, however, several personal decisions were made by colleagues to have been taken into police custody or placed under house arrest by the regime of President Chun Doo Hwan.

"I know I speak for Nancy and everyone when I say 'oh, my, it's great to be home,'" the president said.

"Nothing as pertinent to world tomorrow better and more secure is what this trip was all about," Reagan said, adding "I'm pleased to report some good news. America's historical friendships are stronger and prospects for a more secure peace and prosperity are better today than a week ago.

"Those who despise us with the United States get plenty of publicity," Reagan said. "But our fighting Lexington more plain to me each time I travel. Across the globe, America is looked to as a friend and as a leader in preserving peace and freedom."



MANHATTAN BOUND Freshman Tami Fox practices some of the moves that won her a dancing scholarship in New York City. Staff PHOTO

TCU dancer studies in New York

By Kelli Thompson
Staff writer of the TCU Daily Staff

Unlike her fellow freshmen at TCU, Tami Fox began her career when she was 12 years old.

At 12, she began dancing. At 16, she studied dancing intensively for two weeks in California with Dupree Company. While there, she studied jazz, ballet, character, tap and musical theater under Bertrand Dupree. She won a scholarship to study with the master when the Dupree Company came to Fort Worth.

At 17, Fox studied under professionals for two weeks in New York. And at 18, she won a scholarship to study dance under a master teacher in New York.

Last summer, Fox won a jazz contest and a scholarship for dancing that took her to New York City to study. While there, she studied under Lee Theodore of the American Dance Machine for two weeks. "I'm Me," she followed to film her nationwide television.

"Every day I got up, I walked 35 blocks to a studio for a class at 11 a.m.," Fox said. "I danced daily from 11 a.m. to 5:30 p.m. with three-to-a-minute breaks."

Fox said after that, she went to another studio for a dance class that lasted until 8 p.m.

"I never got tired; I loved it. All I had to do was worry about my dancing," she said.

Fox said her main goal is to perform. "I want to dance professionally," she said. Although she is not taking any dance classes at TCU, she spends five hours a night studying under Dian West of Gayle Corbett's School of Ballet.

Fox's emphasis in dancing is jazz. She said that she dances for the "satisfaction of knowing that I can accomplish."

"Dancing is a better high than anything," she said.

Fox danced at Oktoberfest this year, as well as in years past. She also has been asked to teach classes at a convention in Dallas on Nov. 18.

The freshman is planning to dance in Mayfest this year. She said rehearsals have already begun for the celebration at Trinity Park.

In addition to her already tight schedule, Fox works 20 hours a week at Skaggs Alpha Beta.

"That doesn't leave much time for studying," she said.

Talent displayed by TCU students

By Peggy Wyrick
Staff writer of the TCU Daily Staff

TCU students were given a chance to flaunt their stuff at the annual Stage Door Talent Tonight Show on Saturday. The 10 students who had qualified in earlier tryouts competed for prizes and cash prizes.

Winner of first place and a $75 prize was Jeff Cochran, who read a medley of hits from Broadway. Second place and a $50 prize went to graduate student Tom McDermott for playing the guitar and singing a piece he composed.

Todd Weiler, the freshman master of ceremonies, was awarded third place and a $25 prize for his pantomimes. Weiler's impressions included one of President Ronald Reagan, which the audience particularly liked.

More guitar music and song were performed by junior Cindy Cooley, who sang "Ugly Girls," and Donnel Woody Wood, who performed his own composition.

Two selections from Barbra Streisand's album, *Wet*, were sung by Laura Hawkins, a sophomore from Fort Worth. Freshman Ron Boggs sang "Memories."

Freshman Cathie Weldon provided country-western entertainment by playing a medley which included "Could I Have This Dance" and "Honky Tonk."

Performing together were Rob Bailey and Carol Jacks, both freshmen. Bailey played the piano while the two sang Bonnie Tyler's hit, "Total Eclipse of the Heart."

Stage Door coordinator Tom Truly said that the next event planned for this semester is a performance by Barbara Bailey Hutchison. Hutchison will perform for students Nov. 28 at noon in the Student Center Lounge.

Truly said that Hutchinson performed at TCU last year and was asked to return because the student response was so positive to her performance. The Hutchinson performance is the last scheduled Stage Door production this semester.

Nuclear issue debated

By Gary Hicks
Staff writer of the TCU Daily Staff

Philosophers collided Thursday night when Theodore Kirk and E. Kirth Pennybal squared off in a debate sponsored by United Campuses to Prevent Nuclear War (UCAM).

The debate, which argued whether or not the production and deployment of nuclear weapons is immoral, was held before an audience of 30 people, most of whom held anti-nuclear sentiments.

Pennybal began the debate by stating his belief that the production and deployment of nuclear weapons is moral.

"It's hard for me to contend that any object, be it a missile, a gun or a nuclear missile is by itself moral or immoral," Pennybal said. "Only from the use of the objects and the users can we justly our judging their morality."

Pennybal divided the use of nuclear weapons into two categories—those used in warfare and those used as an intimidating deterrent. "We must recognize both of these aspects of nuclear weapons if we are to fully address the issue in the real world," he said.

Pennybal expressed concern that people too often associate nuclear weapons with destruction and a possible holocaust.

"It is this destructive capability that gives nuclear weapons their ability to be used justly. In order for a policy of deterrence to work, the enemy must believe that there is the possibility that we will use them," Pennybal said.

Kirk introduced the opposing position by presenting scenarios for how and the earth would be like following a nuclear exchange.

"A two megaton explosion, equal to five million tons of TNT, would vaporize buildings, and people would be turned into shreds and shadows. The world right now has over 50,000 nuclear weapons and over 13,000 megatons of nuclear power," Kirk explained.

"We can no longer fantasize about winning a nuclear war, because we lost," Kirk said. "We must finally face these facts."

Kirk disagreed with Pennybal's position concerning the morality of nuclear weapons and the deterrence.

"If we are really serious on not using them, then it is a cruel, cruel and immoral joke that we are playing on the poor," Kirk said. "If we succeed in convincing the Russians that we are really going to use them, it increases Russian paranoia and thereby increases the likelihood that they will strike first."

In their concluding statements, both speakers asked the audience to recognize the validity of their opposing positions.

At home and around the World

■ International

Beirut's Christian sector shelled by militiamen

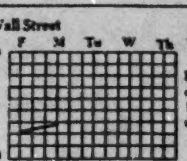
BEIRUT, Lebanon (AP) – Syrian-backed militiamen shelled Beirut's Christian sector Monday for the first time since a cease-fire took effect seven weeks ago, and U.S. jets resumed reconnaissance flights after Syria was warned not to fire at them.

Formations of F-14 Tomcat interceptors scrambled off the aircraft carrier USS Dwight D. Eisenhower to stage repeated runs over Beirut and the surrounding mountains before midnight and at dawn, according to Lebanese police.

The flights followed a stern warning by the Reagan administration to Syria against firing at U.S. planes. Syrian batteries fired at U.S. planes last week, but police said Monday's flights were new.

Shortly after an 8-night, police said Druze gunners in the central mountains fired artillery and 'rocket-propelled grenades against Beirut.

■ Wall Street



Dow Jones closed at 1254.07, up 3.76

■ National

Program fights sexual harassment at university

ANN ARBOR, Mich. (AP) – The videotape begins quietly as a female student leaves her dorm. A shot of a bathroom mirror and a male leads is projected on a screen. A professor discusses reproductive hormones behind him.

The male behind the professor changes—not to another bathroom showing what a shower looks like, but to a male woman. The videotape pans to show a female student stepping out of the classroom.

The scenario, dramatized by actors, "has gone all the way" in real life at colleges across the United States, said Susan W. Rosenmann, who heads the "Tell Someone" program at the University of Michigan.

The program is a 30-second, four-minute attempt to encourage recipients of unwelcome advances and other kinds of sexual harassment to complain to school authorities. It was developed in a University of Michigan alternative action task force.

■ National

Reagan signs emergency spending bill

WASHINGTON (AP) – President Reagan Monday signed an emergency spending bill, ending the brief but tandem in which much of the government had existed since Thursday.

The signing, in the White House, came two days and hour after Reagan returned from a Asian tour.

Anticipating that Reagan would sign the measure, elected federal agencies had reported for business as usual Monday. The House and Senate had approved the measure Saturday.

■ Weather

The weather for today is expected to be partly cloudy with winds of 10 mph and a high in the mid 80s.

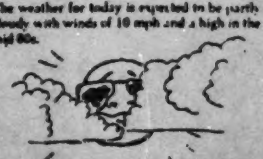


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Figure 3

BEST COPY AVAILABLE

Tuesday, November 15, 1983

TCU Daily **Skiff**

Marine pen pals
A Jarvis resident is urging TCU students to write letters to the Marines in Lebanon. See Page 3.

Frogs keep fighting
The Frogs gave UT a run for its money Saturday, but came up short during the last quarter. See Page 4.

Reagan happy with trip, glad to be home

WASHINGTON (AP) – President Reagan, declaring "it's great to be home," ended his Asian tour Monday and returned to the stronger partnerships and better prospects for a more secure peace.

Reagan returned to the United States after leaving behind a renewed commitment to South Korea's security and a public reminder by Secretary of State George Shultz that the threat from Soviet leader Yuri Andropov must be kept in mind when easing progress in human rights is the result.

Air Force One also brought two ailing Korean youngsters from poor families to the United States for heart surgery at New York. During the flight, the children received shots by airplane physician at least two shots by airplane physician at least two recordings of their singing voices, and sitting on Nancy Reagan's lap.

The president and his wife were greeted on the South Lawn by Vice President George Bush and his wife, Barbara, as well as 200 or so White House employees waving small U.S. flags.

In his brief remarks at the White House welcoming ceremony, Reagan took note of the two youngsters who "have had their first airplane ride and their first helicopter ride. They have been very active for some 10 or 15 hours."

There, commenting on the need to "readjust our clocks" because of the 14-hour time difference, Reagan walked into the White House residence.

But his 15,000-mile, 10-day journey, Reagan said that, in Japan, an agreed, four programs on a variety of economic and security issues was set, with "one made to deal with trade barriers, auto industry problems and investment."

In Seoul, he said, "I reaffirmed to the Korean people America's deep interest in their peace and freedom. And I encouraged them to develop further their democracy."

That was a reference to the president's comments on human rights issues in several speeches.

During the visit, however, several political dissidents were said by colleagues to have been taken into police custody or placed under house arrest in the course of President Chun Doo-hwan.

"I know I speak for Nancy and everyone when I say 'oh, my, it's great to be home,'" the president said.

"Working as partners to make tomorrow better and more secure is what this trip was all about," Reagan said, adding "I'm pleased to report some good news: America's partnerships are stronger, and prospects for a more secure peace and prosperity are better today than a week ago.

"There was danger with the United States got pledges of publicity," Reagan said. "But our flying lessons more globalistic each time I travel. Across the sea, America is looked to as a friend and as a leader in preserving peace and freedom.

"Coming home from history, and Japan, all of us bring with us renewed energy and renewed commitment to our fundamental goals: building a new era of peace and prosperity."

HELP THE HUNGRY: University Ministries representative hand out [illegible] boxes of rice Friday to help raise money for Hunger Week funds.

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Staff writer of the TCU Daily Staff

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Winning first place and a $75 prize was Jeff Cockerham, who sang a medley of hits from Broadway. Second place and a $50 prize went to graduate student Tom McDermott for plays and the guitar and singing a piece he himself had composed.

Todd Weiler, the freshman master of ceremonies, was awarded third place and a $25 prize for his impersonations. Weiler's impressions included one of President Ronald Reagan, in which the audience participated in falsetto.

More guitar music and songs were performed by junior George Lindsey, who sang "Ugly Girls," and senior Wendy Ward, who performed his own composition.

Two selections from Barbra Streisand's album, Wet, were sung by Lisa a Horton, a sophomore from Fort Worth. Freshman Rose Riggs sang "Memories."

Freshman Cathie Weldon provided country-western entertainment by singing a medley which included "Could I Have The Dance?" and "Honky Tonk."

Performing together were Rich Kinney and Chad Kirk, both freshmen. Rubes played the piano while the two sang Bonnie Tyler's hit, "Total Eclipse of the Heart."

Stage Door coordinator Tami Truly said that the next event planned for this semester is a performance by Barbara Bobby Hutchinson. Hutchinson will sing for you Nov. 30 at noon in the Student Center Lounge.

Truly said that Hutchinson performed at TCU last year and was asked to return because the student response was so positive to her performance. The Hutchinson performance is the last scheduled Stage Door production this semester.

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The debate, which argued whether or not the production and deployment of nuclear weapons is moral, was held before an audience of 30 people, most of whom held antinuclear sentiments.

Pennybacker began the debate by stating his belief that the production and deployment of nuclear weapons is moral.

"It's hard for me to contend that any object, be it a missile, a gun or a nuclear bomb is by itself good or immoral," Pennybacker said. "Only from the use of the objects and the users can we justly use judging their morality."

Pennybacker defined the use of nuclear weapons into two categories—those used in a retaliatory attack and those used in a first-striking attempt. "We must encompass both of these aspects of nuclear weaponry if we are to fully address the issue in the real world," he said.

Pennybacker expressed concern that people too often associate nuclear weapons with destruction and a possible holocaust.

"It is that destructive capability that gives nuclear weapons their ability to be used only in order for us – policy of deterrence to work, the leader must believe that there is a possibility that we will use them," Pennybacker said.

Kirk introduced the opposing position by inviting attendees' faces on what the earth would be like following a nuclear exchange.

"A two megaton explosion, equal to two million tons of TNT, would vaporize buildings and people would be turned into atoms and shadows. The world right now has over 50,000 nuclear weapons and over 15,000 megatons of nuclear power," Kirk explained.

"We can no longer fool ourselves about winning a nuclear war, limited or not," Kirk said. "We must finally face the reality."

Kirk disagreed with Pennybacker's position concerning the morality of nuclear weapons and their deterrence.

"If we can morally justify our use and threatened use of nuclear weapons, then it is a sick, cruel and ill-minded joke that we are playing on the point," Kirk said. "If we would not commit using the Russians that we are really going to use them, it becomes immoral just to own and threaten to use the likelihood that they would do it, too."

In their concluding statements, both speakers asked the audience to investigate the validity of their opposing positions.

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By Kelli Thompson
Staff writer of the TCU Daily Staff

Unlike her fellow freshmen at TCU, Tami Fox began her career when she was 12 years old.

At 12, she began dancing. At 15, she studied dancing intensively for two weeks in California with Dupree Company. While there, she studied jazz, ballet, character, tap and musical theater from Roland Dupree. She won a scholarship to study with the master when the Dupree company came to Fort Worth.

At 17, Fox studied under professionals for two weeks in New York. And at 19, she won a scholarship to study dance under a master teacher in New York.

Last summer, Fox won a jazz contest and a scholarship for dancing that took her to New York City to study. While there, the student under Lee Theodore of the American Dance Machine for two weeks. Phil Shapquist followed to take her to intensive intermediate.

"Every day I got up, I studied 10 hours to a studio for a class at 11 a.m.," Fox said. "I danced daily from 11 a.m. to 5:30 p.m. with three five-minute breaks."

Fox said after that, she went to another studio for a dance class that lasted until 8 p.m.

"I never got tired; I loved it. All I had to do was worry about my dancing," she said.

Fox said her main goal is to perform. "I want to dance professionally," she said. Although she is not taking any dance classes at TCU, she spends 25½ hours a night studying under Dan Wood of Gayle Corbett's School of Ballet.

Fox's emphasis in dancing is jazz. She said that she dances for the "satisfaction of knowing that I can communicate."

"Dancing is a better high than anything," she said.

Fox danced at Oktoberfest this year, as well as in years past. She also has been asked to teach classes at a convention in Dallas on Nov. 19.

The freshman is planning to dance in Market Hot next. She said rehearsals have already begun for that concert, to be in Trinity Park.

In addition to her already tight schedule, Fox works 30 hours a week at Shaggy Style Jeans.

"That doesn't leave much time for studying," she said.

At home and around the World

International

Beirut's Christian sector shelled by dissidents

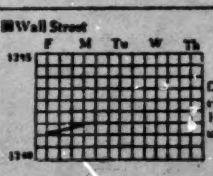
BEIRUT, Lebanon (AP) – Syrian-backed Muslim rebels shelled Beirut's Christian sector Monday for the first time since a ceasefire took effect seven weeks ago, and U.S. jets mounted reconnaissance flights after Syria was warned not to fire at them.

Formations of F-14 Tomcat interceptors scrambled off the aircraft carrier USS Dwight D. Eisenhower to stage repeated runs over Beirut and the surrounding mountains between midnight and sundown, according to Lebanese radio.

The flights followed a stern warning by the Reagan administration to Syria against firing at U.S. planes. Syrian batteries fired at U.S. planes last week, but police said Monday's flights drew no fire.

Shortly after midnight, police said Druze gunners on the central mountain front artillery and Soviet-made Grad rockets into east Beirut.

Wall Street



Dow Jones closed at 1254.08 up 3.66

National

Program fights sexual harassment at university

ANN ARBOR, Mich. (AP) – The school-age lessons on sexual harassment [illegible] a student at a local high school, as program [illegible] two years ago [illegible] to discuss [illegible] issues.

The idea behind the professor changes—and to another between showing—but a close-up color photograph of a nude woman. The videotape goes to show a female student undressing out of the classroom.

The sessions, dramatized by actors, happened all the time" in real life at colleges across the United States, said Gloria W. Rondeau, who heads the "Fair Classroom" program at the University of Michigan.

The program is a three-fold, federal-funded attempt to encourage participation of minority men and women and other kinds of sexual harassment by complaints to school authorities. It was developed by a University of Michigan [illegible] and law professor.

National

Reagan signs emergency spending bill

WASHINGTON (AP) – President Reagan Monday signed an emergency spending bill, ending the technical [illegible] which forced the government to shut down Thursday.

The signing, at the White House, came less than an hour after Reagan accepted from a Soviet [illegible]

Administration that Reagan would sign the measure after technical aspects had cleared the Senate on a vote Monday. The House and Senate had approved the measure Saturday.

Weather

The weather for today is expected to be partly cloudy with winds of 10 mph and a high in the mid 80s.

16

19